

In the Claims:

Please cancel claim 2, without prejudice.

Please amend claims 1, 4 and 5, and add new claims 10-15 as follows:

1. (Currently Amended) A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, circular loop portions are partly superposed on each other in sequence, and between adjacent circular loop portions, having a reformed portion with a curvature smaller than that of the circular loop portions.

2. (Cancelled)

3. (Original) The reinforcement material for rubber according to claim 1, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion is set to 1 to 15.

4. (Currently Amended) The reinforcement material for rubber according to claim 1, ~~wherein low-stress elongation at a load of 10N is not less than 35%, which has a low-~~
stress elongation at a load of 10 N of 80 % or above.

5. (Currently Amended) A reinforcement material for rubber having a flat coil shape, wherein circular loop portions are partly superposed on each other in sequence, and

between adjacent circular loop portion, having a reformed portions are provided between
loop portions adjacent to each other, the reformed portions having a curvature different from
smaller than that of the circular loop portions.

6. (Withdrawn) A rubber product containing a reinforcement material embedded in rubber, wherein the reinforcement material has a flat coil shape, in which loop portions are partly superposed on each other in sequence, and in which reformed portions having a curvature different from that of the loop portions are provided between loop portions adjacent to each other.

7. (Withdrawn) A method for producing a rubber product comprising the steps of:

embedding a reinforcement material in unvulcanized rubber, the reinforcement material having a flat coil shape in which loop portions are partly superposed on each other in sequence and having reformed portions with a curvature different from that of the loop portions provided between loop portions adjacent to each other, thus forming an unvulcanized rubber product; and

vulcanizing the unvulcanized rubber product.

8. (Withdrawn) A pneumatic tire containing a reinforcement material embedded in rubber, wherein the reinforcement material has a flat coil shape, in which loop

portions are partly superposed on each other in sequence, and in which reformed portions having a curvature different from that of the loop portions are provided between loop portions adjacent to each other.

9. (Withdrawn) A method for producing a pneumatic tire comprising the steps of:

embedding a reinforcement material in unvulcanized rubber, the reinforcement material having a flat coil shape in which loop portions are partly superposed on each other in sequence and having reformed portions with a curvature different from that of the loop portions provided between loop portions adjacent to each other, thus forming an unvulcanized rubber product; and

vulcanizing the unvulcanized tire.

10. (New) A reinforcement material for rubber having a flat coil shape where, when the material is in a single free state, circular loop portions are partly superposed on each other in sequence, and between adjacent circular loop portions, having an almost linear reformed portion.

11. (New) A reinforcement material for rubber having a flat coil shape, wherein circular loop portions are partly superposed on each other in sequence, and between circular loop portions, having an almost linear reformed portion.

12. (New) The reinforcement material for rubber according to claim 10, wherein the number of wraps of other loop portions superposed on an arbitrary loop portion

is set to 1 to 15.

13. (New) The reinforcement material for rubber according to claim 10, which has a low-stress elongation at a load of 10 N of 80 % or above.

14. (New) The reinforcement material for rubber according to claim 10, wherein the reformed portion has a length within a range of 0.05 W to 0.50 W of a coil width W of the flat coil shape.

15. (New) The reinforcement material for rubber according to claim 10, wherein the reformed portion has a length within a range of 0.05 W to 0.50 W of a coil width W of the flat coil shape.